



WIRELESS EBT PROJECT

October 2014 Newsletter



From the Editor – Tracy Penick

Month	EBT Transactions	Debit/Credit Transactions	Total Transactions	EBT Sales	Debit/Credit Sales	Total Sales
January	58	395	453	\$1,399.49	\$14,822.50	\$16,221.99
February	28	348	376	\$1,007.88	\$12,511.22	\$13,519.10
March	29	570	599	\$1,226.89	\$17,365.99	\$18,592.88
April	63	991	1054	\$2,186.23	\$36,659.12	\$38,845.35
May	363	6218	6581	\$5,199.16	\$221,846.59	\$227,045.75
June	597	5881	6478	\$6,841.93	\$147,377.30	\$154,219.23
July	951	4831	5782	\$9,884.85	\$82,912.95	\$92,797.80
August	1211	5030	6241	\$14,615.26	\$91,383.53	\$105,998.79
September	936	6951	7887	\$12,125.34	\$161,268.76	\$173,394.10
Total for Year	4,236	31,215	35,451	\$54,487.03	\$786,147.96	\$840,634.99

September 2014 Facts:

Total sales for September this year were higher than September 2013 (\$173,394.10 compared to \$147,855.81). The number of EBT transactions were lower in 2014 than in 2013 (936 compared to 1,365). For September 2014, there were a total of 7,887 wireless transactions compared to 7,405 in 2013.

In September 2014, there were 188,394 Food Assistance/EBT families in Iowa. \$43,233,551 in benefits were issued in September to these families.

Here are other interesting facts regarding September sales:

There were 110 farmers who were active in September and 93 of those had EBT sales. The farmers with the highest EBT transactions were:

- ❖ Country Market (171) Sioux City
- ❖ Hoffman Produce Farm (110) Waterloo
- ❖ Scavo's Market (40) Des Moines
- ❖ Blooming Acres Farm (30) Fairfield
- ❖ Hollow Maple Farm (28) Bennett
- ❖ Allen's Grove Greenhouse (23) Donahue
- ❖ Grossman Meats (21) Preston
- ❖ Harvest Barn (18) Weldon
- ❖ Barnyard Produce (17) Tipton
- ❖ Rinehart's Family Farm (16) Boone
- ❖ Barb's Garden & Pantry (15) Long Grove
- ❖ Stillwater Greenhouse (15) Orchard
- ❖ Yoder's Natural Farm (15) Bloomfield
- ❖ Westrum Produce (14) Stratford

Congratulations go out to Country Market for having the highest amount of EBT transactions and to Hoffman Produce Farm for having the highest amount in EBT sales. Congratulations to both!

Visiting Farmers Markets

I was able to hit the road and visit a few more farmers markets before the end of the season. On October 2nd, I traveled to the Valley Junction farmers market. On October 9th, I traveled to the Pella and the Pleasant Hill farmers markets. On October 11th, I went to the Downtown Des Moines farmers market.

I was fortunate to have the opportunity to get out and visit multiple markets this year. It is always wonderful to see all of you and watch you at work.

Valley Junction



Chaouki Younes
Story Book Orchard

Downtown Des Moines



Matt & Jocelyn Roe
Terraceberry Farm

Pella



Michele De Boer
Grandma's Garden



Louise Zaffiro
Prairie Roots Farm

Pleasant Hill



Jana & Lance Shryock
Generations Good Home Cooking

Closing down machines for the winter

Thanks to many of you for your quick response as to what your plans are for your wireless machine during the winter months. If you haven't contacted Tracy, please do so as soon as possible.

If you are attending winter markets or selling from your farm during the winter months we definitely want to keep your machine live.

It is important to keep in mind that the monthly fees are always a month behind. So if you close down your account in October and ran transactions in October then your bank account will be debited in November for the October monthly fees. It is imperative that you keep enough money in your bank account to cover the monthly fees.

Upcoming Events

Des Moines Downtown Winter Season Markets – Des Moines is holding their indoor/outdoor markets at Capital Square on November 21 & 22 and December 12 & 13. The Friday lunch market will be from 11:00 a.m. to 2:00 p.m. and on Saturday the hours are 9:00 a.m. to 1:00 p.m.

Iowa Fruit & Vegetable Growers Association Annual Conference – The IFVGA Annual Conference will be held on January 29-30 at the Iowa FFA Enrichment Center in Ankeny.

Changes to your contact information?

It is very important that DHS has your current e-mail addresses and your correct phone numbers. Tracy sends out a lot of important information and if DHS does not have your current information you could be missing out on important information. Please make sure that if you change your e-mail address or you drop or pick up a new phone number that you share that information with Tracy.

Paper for your wireless machine

Just a reminder that DHS supplies the paper rolls for your wireless machines. It is imperative that you use thermal paper or it could ruin your machine. Please do not use any other type of paper in your wireless machine other than the paper that DHS supplies. If you are running low on paper, please give Tracy a call.

Reminders:

1. **Remember that you cannot ring up a sale for another vendor. You could lose your Food Stamp certification and be terminated from the Wireless Project.**
2. **Since you are paying for the commercial transaction fees, be sure to keep track of what you are paying so you can use those expenses as a tax deduction.**
3. **You cannot set a minimum purchase amount. If an EBT household wishes to purchase \$.50 in onions, you do need to process the transaction. Same for any debit or credit transaction.**
4. **Hot foods and hot drinks (cocoa, coffee, and tea) cannot be purchased with SNAP EBT benefits.**
5. **If your Nurit machine quits working, you need to call TMS Tech Support at 1-888-848-6825. This is the phone number on the side of your machine. If you can't get the problem solved, please give Tracy a call.**
6. **If your VeriFone machine quits working, you will need to call Jason Butts at 402-574-7086 or Chris Shanahan at 402-574-7016. If you can't get the problem solved, please give Tracy a call.**
7. **Call Tracy if you need any supplies such as paper rolls, power cords, or battery.**
8. **The second battery that we provide to you was purchased by DHS. If you ever need to return your wireless machine, be sure to keep one battery, carrying case and signs.**
9. **Charge your batteries before market.** You should always have a charged battery, ready to go for market. If a battery is not holding a charge, contact Tracy for a replacement.

Help Desk

We are here to help you!

When you have questions about:

- **Participating in the Wireless project or reimbursement questions? Call Tracy Penick at 515-281-4935.**
- **What you can sell to EBT customers, or being authorized to accept EBT? Call USDA/FNS at 877-823-4369.**
- **Food Assistance eligibility? Call Kari Lind at 515-281-7000.**
- **Supplies – call Tracy Penick at (515) 281-4935.**